

# ITEM 9-B

## CITY OF ALAMEDA

### Memorandum

To: Honorable President and  
Members of the Planning Board

From: Andrew Thomas  
Planning Services Manager

Date: January 9, 2012

Re: Development Plans PLN11-0328 and Street Improvement Plans for  
a retail center at Alameda Landing (Tract 7884).

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### EXECUTIVE SUMMARY

The applicant, Catellus Alameda Development, LLC ("Catellus"), is requesting development plan and street plan amendments for a proposed retail center and associated improvements on 23 acres located on the Alameda Landing site. The new site plan is designed to accommodate a Target store and address a number of issues raised by the Planning Board at the November 28, 2011 study session.

The development plan determines the location and size of the buildings; the location and number of parking spaces and landscape areas; and the automobile, pedestrian, and bicycle circulation system. The street plan determines the configuration, size and design of the streets. Architectural and landscape design will be included in a Design Review application to be presented to the Planning Board on February 27, 2012. If the Planning Board completes its review of the development plan amendments on January 9<sup>th</sup> and the design review applications on February 27<sup>th</sup>, Target and Catellus will immediately begin work on construction plans to accommodate an October 2013 opening for the Alameda Target Store.

Staff is recommending approval of the amended Development Plan and Street Plan subject to a number of conditions and findings. The proposed amended Development Plan and Street Plans are attached as Attachment 1: Development Plan Review Package. A third addendum to the 2006 project Supplemental Environmental Impact Report (SEIR) is attached as Attachment 2. The recommended resolution and conditions of approval are attached as Attachment 3.

## BACKGROUND

The 2011 site plan for the retail center at Alameda Landing represents an important step in the City's efforts to redevelop and reuse the 77-acre former Fleet Industrial Supply Center (FISC). The following background information summarizes the major events and actions that preceded this submittal.

- In 1993, the Navy announced that it would be closing down its operations in Alameda. At the time the Navy provided between 16,000 and 18,000 military and civilian jobs in Alameda.
- In 1996, the City of Alameda adopted the Community Reuse Plan for the reuse and redevelopment of the former Naval Air Station and FISC. The Reuse Plan emphasizes the importance of job creation, economic development, and the creation of a mixed-use community that would blend seamlessly with the existing neighborhoods.
- In 2000, the City of Alameda approved the Catellus Mixed Use Master Plan, to guide the redevelopment of the Bayport and Alameda Landing sites. By 2002, work was underway on the Bayport neighborhood. The last of the Bayport homes was completed in 2009.
- In early 2005, the City of Alameda and Catellus began work with the Planning Board and the community on an amendment to the 2000 Master Plan for Alameda Landing to facilitate and encourage development of retail and housing on the property in addition to the planned office and research and development space.
- In December 2006 and January 2007, the Alameda City Council unanimously approved a General Plan Amendment, Master Plan Amendment, Development Agreement Amendment, and two new Development Agreements for the Alameda Landing Mixed Use Project. The Master Plan and the new Development Agreements provide the basic entitlements for the project and guidelines and standards for development of retail, housing, and office on the 77 acres. The following graphic from the 2007 Master Plan provides an overview of the amended plan for Alameda Landing. The proposed retail center is identified as Sub-Area 3 in this graphic. At that time, the CIC also approved a revised Development and Disposition Agreement, which included a Retail Impact Study and Retail Tenanting Strategy for the retail center recommended by the Economic Development Commission.

## Alameda Landing Mixed-Use Center Overview

The Alameda Landing Mixed-Use Center is divided into four land use sub-areas, as identified in the Mixed-Use Center Sub-Area map:

**Sub-Area 1—Waterfront Commercial Center—Office:** Sub-Area 1 consists of approximately 20 acres north of Mitchell Avenue fronting the Waterfront Promenade to the west of (but not adjacent to) Fifth Street. Sub-Area 1 includes approximately 2,000 linear feet of frontage on the Oakland Alameda Estuary and is approximately 1,000 feet distance from Schnitzer Steel and the Port of Oakland shipping terminals.

**Sub-Area 2—Waterfront Commercial Center—Retail:** Sub-Area 2 consists of approximately 7 acres north of Mitchell Avenue fronting the Waterfront Promenade on both sides of Fifth Street. The sub-area is immediately west of existing waterfront marinas, restaurants, and a senior care facility.

**Sub-Area 3—Commercial Center:** Sub-Area 3 consists of approximately 23.5 acres south of Mitchell Avenue and east of Fifth Street.

**Sub-Area 4a/b—Residential Areas:** Sub-Area 4a is located west of Fifth Street and south of Mitchell Avenue and Sub-Area 4b is located east of the Waterfront Commercial Center and north of Mitchell Avenue. Sub-Area 4a is approximately 17.5 acres and is located immediately east of Coast Guard residential neighborhood and immediately north of the Bayport residential neighborhood. Sub-Area 4b is approximately four acres and is located immediately west of the existing senior care facility and Marina Square.



Mixed-Use Center Sub-Areas

- ① Waterfront Commercial - Office
- ② Waterfront Commercial - Retail
- ③ Commercial
- ④ Residential

In 2007, the Planning Board, Catellus, and the community began working to implement the amended Master Plan.

- On May 14, 2007, the Planning Board approved a Transportation Demand Management (TDM) Program for the Alameda Landing Project.
- On May 14, 2007, the Planning Board approved the detailed plans for the two major new public streets that run through the project: Fifth Street from Stargell to the waterfront, and Mitchell Avenue from Mariner Square Loop to the western boundary of the site near the Bay Ship and Yacht site.
- On May 29, 2007, the Planning Board adopted the Alameda Landing Site-Wide Master Landscape Development Plan Amendment and Waterfront Promenade Development Plan.
- On May 29, 2007, the Planning Board also reviewed and approved a development plan for Clif Bar Company on the waterfront.
- On June 25, 2007, the Planning Board conditionally approved the Development Plan (the site plan shown on the next page) for the Alameda Landing retail center (Master Plan sub area 3).

## 2007 Site Plan

- On July 23, 2007, the Planning Board approved the landscape and site improvements for Fifth Street and Mitchell Avenue Extensions

- On September 24, 2007, the Planning Board approved a First Addendum to the SEIR, a revised Waterfront Promenade Development Plan, a Second Amendment to the Site-Wide Landscape Development Plan, and the Design Review (elevations) for seven of the buildings at the retail center.

- On November 6, 2007, the City Council heard an appeal of the Planning Board's September 24, 2007 approval for the Alameda Landing Retail Center Design Review. Catellus appealed three specific conditions imposed by the Planning Board regarding pedestrian circulation and parking. Upon consideration, the Planning Board's conditions which pertained to the side Board for further consideration.

- On November 26, 2007, the Planning Board approved a Design Review resolution that finalized the approval of the Development Plan and finalized Design Review for a number of the buildings on the site.



- In 2008, Catellus and the City and CIC were able to complete a \$7.7 million property exchange with the College of Alameda for the Stargell Avenue extension. With the land secured, the City was able to use local and State Grant funds to construct the Stargell extension, which is a critical transportation improvement to support the redevelopment of Alameda Landing and Alameda Point.
- In 2011, Target and Catellus announced their proposal to build a store in Alameda at the Alameda Landing site. Soon thereafter, Catellus submitted an application for a revised retail center site plan to accommodate the proposed Target Store.

## ANALYSIS

The following analysis is organized to address the major issues and questions raised by the Planning Board and community at the November 28, 2011 Planning Board public workshop.

### Retail Uses:

The Development Plan (See *Attachment 1: Development Plan Review Package, Page 2*) proposes eleven (11) buildings ranging in size from 139,674 square feet (Target) to 6,500 square feet. All eleven buildings total 291,000 square feet. Building J includes 6,000 square feet of second floor office use over 11,080 square feet of ground floor retail space.

In addition to the Target Store, the 2006 Alameda Landing Retail Strategy anticipates a mix of other retailers on the site, including:

- Apparel,
- Furniture and home furnishing stores,
- Home improvement and garden,
- Sporting goods stores,
- Household appliances and electronics,
- Specialty retail (gifts, novelties, books, stationary, etc.),
- Restaurants, and
- Small food stores (e.g. coffee, juice, etc).

Pursuant to the 2006 Disposition and Development Agreement (DDA) for the Alameda Landing project, an update of the Tenant Leasing Strategy is required if conditions warrant a change to the leasing strategy. For example, Catellus is considering a grocery store in Building A which will require a change to the Leasing Strategy and review by the Economic Development Commission and the Community Improvement Commission. Also, it should be noted that the Urban Decay Analysis conducted as part of Addendum (Attachment 2) for this project

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analyzed the inclusion of other uses including the grocery store, pharmacy within Target, and 5,000 square feet of financial services. Due to the contraction of certain retailers (such as large-format bookstores, furniture and electronic stores) it is important to update the strategy based on current market conditions to maximize the likelihood that this center attracts retailers to fill the existing retail leakage categories (such as apparel). Catellus is planning to present an updated leasing strategy to the Economic Development Commission in March.

The proposed Target store is a permitted use pursuant to the 2006 Alameda Landing Master Plan, Development Agreements, and Retail Tenanting Strategy. The Development Agreement is a contract between the City and Catellus that preserves certain development rights for the term of the agreement in return for community benefits and financial investment by Catellus. The Agreement precludes the City from changing these development rights through citywide zoning amendments.

In 2009 (after execution of the Alameda Landing Development Agreement), the City adopted a number of citywide zoning amendments that prohibited “super stores” and required conditional use permits for retail stores over 30,000 square feet in size. The staff reports for these actions made clear that consistent with State law, the amendments would not apply to the Alameda Landing Development Agreement area and the Harbor Bay Business Park Development Agreement area. Both of the Development Agreements for these areas vest the local laws in effect at the time the agreements were signed.

The “Super Store” prohibition prohibits stores over 90,000 square feet that devote more than 10% of their sales floor area to non-taxable merchandise (mostly food). Although this Target Store is not subject to the “Super Store” ordinance, the Alameda Target store will likely devote approximately 8% to 15% of its sales floor to non-taxable merchandise.

Retail Parking: (See Attachment 1, page 2)

The site plan is designed to accommodate a reasonable amount of parking for the retailers and their customers while not creating an “over-supply” of parking which can detract from the pedestrian experience and Transportation Demand Management plan (TDM) objectives. The 2007 Plan provided 1,014 parking spaces for 258,000 feet of retail and office space for a ratio of 3.93 spaces per 1,000 square feet of commercial space. The 2011 Plan provides 1,109 parking spaces for 291,000 square feet of retail and office space for a ratio of 3.8 spaces per 1,000 square feet of commercial space. The number of parking spaces and the ratio of parking spaces to retail space are consistent with the Alameda Landing Master Plan. Landscape areas and tree wells are distributed throughout the parking areas to help shade the lots.

### Pedestrian Circulation and Transit (See Attachment 1, page 3)

The site plan is designed to provide a pedestrian and transit friendly environment. Although most visitors to the retail center will arrive by automobile, the site plan provides extensive pedestrian facilities to ensure that:

- Shoppers who arrive by bus, bicycle, or foot arrive at a retail center that is safe, convenient, and pleasant for pedestrians.
- Shoppers who arrive by automobile park their car once and shop at a variety of stores without having to move their car because walking between stores is safe, convenient and pleasant.
- Pedestrians, bicyclists, and transit riders that are simply passing by the center on their way to the waterfront, to Alameda Point, or to their home or school on one of the perimeter roads, find the access past the center to be safe, pleasant, and attractive.

To achieve these objectives, the Development Plan and Street Plan include the following pedestrian facilities and amenities:

- Full sidewalks on both sides of all the perimeter streets adjacent to the project site (Stargell, 5<sup>th</sup>, Mitchell, and Mariner Square Loop). Every sidewalk on the adjacent perimeter streets is at least 5 to 8 feet wide and the sidewalks on the retail side of 5<sup>th</sup> Street are 15 feet wide with an additional 10 feet to the buildings fronting 5<sup>th</sup> Street to provide space for seating areas, activities, and amenities. (See Attachment 1 page 6A and 6B).
- Full sidewalks are provided on both sides of the new internal east west street connecting 5<sup>th</sup> and Mariner Square Loop through the center of the site. These sidewalks vary in width between 8 feet and 15 feet.
- The sidewalks along 5<sup>th</sup> and along the internal street are punctuated by a series of public spaces for outdoor seating, restaurant tables, events, fountains, public art and other facilities that support and enhance the pedestrian environment.
- All of the retail buildings on 5<sup>th</sup> Street and the internal street will have storefront windows and front doors facing the sidewalks, which will support and enhance the pedestrian experience. (See Attachment 1, pages 7 and 8.) A condition of approval in the resolution requires that all tenant improvement plans be reviewed by staff to ensure that all of the primary entrances to retail stores on 5<sup>th</sup> Street and the internal street are oriented toward the street or corner of each retail building as shown on pages 7 and 8 of Attachment 1.
- A major north south internal pedestrian pathway from Building A at the south of the center, across the new east west street, and to the Target store at the

north of the site is provided. This north south central pedestrian “spine” provides a safe, convenient, and landscaped pedestrian path through the middle of the center. The sidewalk varies in width between 6 and 8 feet and is bordered by landscaped areas and trees.

- From any building on the site, a pedestrian has a direct and safe pedestrian path to any other building on the site. At every point along any one of these routes, the pedestrian path is a minimum width of 5 feet and a clear and patterned pedestrian cross walk is provided wherever the path crosses a drive aisle. Major pathway cross walks will be demarked by a patterned asphalt or concrete surface and smaller, minor pathway crossing will be marked with a painted crosswalk pattern. A condition of approval in the resolution requires that the final pedestrian plan details be subject to a final design review by staff prior to issuance of building permits to ensure that pedestrian facility details are appropriately designed and maintained.

#### Bicycle Circulation and Facilities (see Attachment 1, page 4)

The site plan includes a variety of bicycle facilities that are provided to encourage bicycle use, support the pedestrian environment, and reduce automobile trips and parking demand at the center. The plan provides a variety of important elements that are necessary to support bicycle use:

- Bicycle lanes are provided on all of the perimeter streets, and at the request of the Planning Board, bicycle lanes were added on the new internal east west street to provide a safe bicycling environment on the major streets and through the center. All bicycle lanes are 5 feet wide. Parallel parking spaces are 8 feet wide.
- Bicycle racks are dispersed throughout the project in close proximity to the front doors of each of the buildings for shoppers and visitors. (Approximately 124 bicycle parking spaces are provided in total.)
- Multi-bicycle “cages” are provided for employees of the center. The bicycle cages are placed behind or beside the major buildings.
- A condition of approval included in the resolution requires that the exact location, distribution and design of the final bicycle parking facilities, and special event parking be subject to final design review by staff prior to issuance of building permits.

#### Fifth Street Design

Fifth Street is designed to provide a safe and pleasant pedestrian, bicycle, and transit friendly environment that will ultimately provide direct access to the



planned eight (8) acres of waterfront open space at Alameda Landing and the Bay Trail. To accomplish this objective, the Development and Street Plan incorporates the following design strategies:

- Street Design: (See Attachment A, pages 2 and 5A) Fifth Street is designed with one lane for automobiles in each direction. Bicycle lanes and sidewalks are provided for the full length of the street. To support the retailers on 5<sup>th</sup> Street, on-street parking is provided in front of the retail buildings. To the north of the 5<sup>th</sup> Street retail buildings, the on-street parking is eliminated to reduce the overall curb-to-curb width of the street, allow for larger landscape areas, improve the safety of the bicycle lanes, and create a more natural, less urban environment as 5<sup>th</sup> Street approaches the waterfront and waterfront open spaces to the north.
- Retail Side Design: (See Attachment A, pages 6A Section A, and pages 7 and 8) Along the retail side of 5<sup>th</sup> Street, retail buildings face the sidewalk and the street. A sequence of small spaces accessible to the public is interspersed between the retail buildings along a 25 foot wide sidewalk and pedestrian area. These small public accessible spaces create a sequence of public accessible spaces that can be followed north along the street to the waterfront. The public accessible spaces, which may include a combination of landscape and hardscape features, public art, and/or other visually interesting elements, can also serve to provide a beneficial “buffer or transition space” between the retail center and the residential areas across the street. The retail buildings tenants will all have front doors fronting onto 5th Street or the corners of the buildings. Pages 7 and 8 of Attachment 1 provide examples of how the buildings may be tenanted with one or more businesses that would ensure that business provide a front door adjacent to Fifth Street. A condition of approval requires that staff ensure that all building designs and tenant improvements on 5th Street provide for front doors and front windows on 5<sup>th</sup> Street.
- Residential Side Design: (See Attachment 1, page 1 and page 10 for preliminary residential site plan concepts.) Although not part of this application, the design of the residential side of the street will also determine the quality of the pedestrian, bicycle and transit environment on 5<sup>th</sup> Street. Staff will be recommending that the residential development place larger, more urban-scaled three story townhomes and multi-family buildings facing 5<sup>th</sup> Street. This design approach is possible because the residential plan qualifies for a State Density Bonus and waivers. The residential development plan will be submitted at a later date.

#### Building A and Building K Design

Building A on the southern end of the site and the Target building (Building K) on the northern end are the two largest buildings on the plan, and they face into the interior of the site and associated parking lots. To ensure that the back of these buildings provide a pleasant and interesting pedestrian experience and that the site is visually appealing from the public right of ways on Mitchell and Stargell Avenues, the proposed plan includes the following design treatments:

- Building K (Target) treatment on Mitchell Avenue: (See Attachment A, page 2 and 9) The Planning Board will consider the architectural design of this building in February. At that meeting, the north (rear) elevation of this building will need to be carefully considered. However, the Development Plan includes a landscape treatment that will support the Planning Board's efforts to create an attractive rear view of the building. The plan proposes a landscape buffer that varies in width from 16 to 32 feet and a series of vertical landscape screens between the back of the Target store and Mitchell Avenue. The landscaped area and wall screens are designed to create a "green wall" and ample space to include ground covers, shrubs and trees to screen the rear of the building. Between the curb and the building face, the following elements would be included, a 5'-6' foot planter strip next to the curb, a 5' foot sidewalk, and a 16' to 32' wide landscaped area with ground cover, shrubs, trees, and climbing vines on the side of the building.
- Building A treatment on Stargell Avenue. (See Attachment A, page 2 and 9) Building A is designed to accommodate three tenants: one large and two small. The western smaller spaces would have the ability to front onto a publicly accessible, entry plaza on Fifth Street creating an excellent opportunity to create a place where people might want to meet, sit, eat or drink coffee. The configuration and south and west facing orientation of the space is similar to the outdoor space around the Starbucks Coffee on Webster, except that this space is larger. With its proximity to the College of Alameda and the nearby Bayport neighborhood, this space has the potential to be very well used. At the eastern end of the building A, the February Design Review application for the larger tenant space must be designed to provide an attractive "face" to the incoming visitors from Stargell Avenue, Oakland, and eastern Alameda. This can be done with a strong architectural element at the southeast corner of the building and appropriate treatment of the south façade. The February design review application for this building will need to be carefully reviewed to ensure that the building provides an attractive design at the corner. The plan also contemplates a series of landscape vertical panels along the rear of the large tenant space leading up to the plaza to help screen the rear of the tenant space and create an attractive "green wall" next to Stargell Avenue.

### Sustainable Development

The proposed project is an infill development on a former “brownfield” site. Studies have shown that each acre of “brownfield” development in urban environments planned in a compact, mixed use framework and connected by multi-modes of transportation can save four to five acres of “greenfields” in the agricultural and natural areas of the Bay Area and significantly lower the bay area wide emissions of CO<sub>2</sub> and greenhouse gas emissions. In addition, the proposed project would utilize a number of design and construction strategies to minimize its environmental impact during construction and throughout the Project’s life cycle, including:

- Building Design: The buildings will be constructed with the goal of meeting Leadership in Energy and Environmental Design (LEED®) requirements for “Certified” level certification using LEED for New Construction (LEED-NC) or LEED for CORE and Shell (LEED CS) rating systems. While further design development would be necessary to determine the final LEED credits that the Project would attain, preliminary designs have incorporated sustainable features to the greatest extent possible. Tenant storefronts will be recessed within wall planes to reduce heat gain and most buildings will incorporate canopies, awnings and louvers that would shield tenant spaces from solar heat gain during summer months. Insulating and low E glass provide additional energy efficiency while maximizing views into tenant spaces. Highly reflective roof membranes and cap sheets minimize building heat gain through the roof. The Project expects to contain recycled content (post-consumer, ½ pre-consumer) of 10%-20%. Materials that are harvested and manufactured locally would be utilized within the project where feasible. The Project expects that 10%-20% of the materials’ value in constructing the project would be harvested and manufactured within 500 miles of the project site.
- Parking Design: Preferred parking spaces would be reserved for hybrid and/or clean air vehicles. Additionally, 20 spaces on the site will be designated as “Ride Share” spaces to encourage carpools and reduce the number of vehicles on the road.
- Landscape Design: Landscape materials will be selected using Bay Friendly Landscape guidelines and drought tolerant species. “Smart” irrigation systems will conserve water resources by allowing remote management and automatic irrigation schedule adjustment based on real-time weather data.
- Water Quality: Storm water retention areas will be provided in order to reduce peak flows and protect local water quality. Water run-off from parking areas throughout the site would be treated in landscape areas using natural filtration techniques including bio-retention and treatment areas.

- Solid Waste: Through dedicated execution of a construction waste management plan, the Project expects to achieve a construction waste diversion rate of over 75%. Existing roadway and parking area pavement, and foundations will be recycled and reused as base rock under new parking lots.

## ENVIRONMENTAL REVIEW

On December 5, 2006, the City Council certified the Final Environmental Impact Report for the Alameda Landing Mixed Use Development Project (a Supplement to the 2000 Catellus Mixed-Use Development Project EIR) in accordance with the California Environmental Quality Act (CEQA) (State Clearinghouse #2006012091). The City approved 2 Addendums to the 2006 SEIR in 2007 and 2008.

In order to determine whether the Development Plan and Street Plan amendments, or any new information or changed circumstances, would result in any new or substantially more severe environmental impacts than were evaluated and disclosed in the 2006 Supplemental EIR, the City of Alameda prepared an Addendum to the 2006 SEIR. The addendum considered the revisions to the retail center plan and the street plan as well as current 2011 environmental conditions in Alameda and the site area and concluded that neither the revisions to the site plan and street plan, nor any new information or changed circumstances, would result in any new or substantially more severe impacts than were originally contemplated in the 2006 SEIR.

The addendum includes a detailed study of the potential changes to traffic patterns that might occur as the result of the changes and a detailed study of the economic impacts of the project on other retailers and business districts in Alameda. The traffic analysis finds that the travel patterns expected with the new site plan would be similar to those that were anticipated with the 2007 site plan and 2006 EIR. The Urban Blight Study finds that since Alameda businesses districts do not currently provide for all of Alameda residents' shopping needs, the City of Alameda can add a new retail center of this size and with this range of tenants without causing significant impacts to existing businesses in Alameda. For the purpose of the study, significant impact is defined as causing existing stores to close.

The full addendum is attached as Attachment 2.

## FINDINGS FOR APPROVAL

Staff is able to make the findings for approval of the Development Plan and Street Plan required by AMC Section 30-4-13 (f):

1. **The development is an effective use of the site.** The Development Plan provides for a retail center, associated parking and pedestrian, transit and bicycle facilities designed to provide a vital commercial center that is pedestrian, bicycle and transit-friendly. The Development Plan utilizes street extensions, landscaping, building placement and orientation, and parking placement to create an effective and successful commercial center and a compatible interface with the adjacent properties and uses.
2. **The proposed use relates favorably to the General Plan.** The proposed development supports General Plan policies for the redevelopment and reuse of the former Naval Air Station and FISC facilities, General Plan policies to increase job opportunities and retail opportunities in Alameda, and General Plan policies to extend public streets, bicycle lanes, transit lanes and pedestrian access through the area. The Target store will create between 200 and 300 new permanent jobs in Alameda. The other ten buildings on the site could result in another 200 to 300 new permanent jobs in Alameda for a total of 400 to 600 new Alameda jobs. This project also facilitates future development of the adjacent waterfront areas, which supports General Plan policies to increase public waterfront parks and public waterfront access citywide and on this property.
3. **The proposed use, if it complies with all conditions upon which approval is made contingent, will not adversely affect other property in the vicinity and will not have substantial deleterious effects on existing business districts or the local economy.** The proposed Development Plan is consistent with the Master Plan, which specifies mixed uses, including commercial uses, for this site. The development plan is designed to be compatible with the adjacent residential and institutional uses by providing attractive public improvements, ample pedestrian, transit, and bicycle facilities, and placing parking and garbage facilities at the rear of the buildings where they will be screened from adjacent properties. The Urban Decay Analysis completed for this project and included in the EIR Addendum shows that the project will not have substantial deleterious effects on existing business districts or the local economy. Alameda residents are currently traveling off-island for many of their shopping needs and this retail center will provide on-island shopping opportunities that do not currently exist on-island.
4. **The location of the proposed use is compatible with other land uses in the general neighborhood area, and the project design and size is architecturally, aesthetically, and operationally harmonious with the community and surrounding development.** The proposed development qualifies as a mixed-use development pursuant to the MX, Mixed-Use Planned Development Zoning District, and satisfies the purposes of the MX district regulations. The project site plan is designed to conform to the Alameda Landing Master Plan standards and requirements adopted to ensure

that the project would be compatible with adjacent College of Alameda, Bayport residential neighborhood, future development of the former Alameda Naval Air Station and Coast Guard Housing site, and existing and future waterfront uses.

5. **The proposed use will be served by adequate transportation and service facilities including pedestrian, bicycle, and transit facilities.** The Development Plan is designed in a manner compatible with existing and potential contiguous uses. The street network, location of driveways, orientation of retail frontage to Fifth Street, and the location of bicycle facilities, pedestrian facilities, and transit facilities are all designed to complement and support the planned surrounding uses. The Retail Center plans provide for a well-designed pedestrian network, bicycle access, and vehicular access. The proposed improvements on Fifth Street will support and encourage use of and access to the waterfront. By constructing the 5<sup>th</sup> Street, Stargell Avenue, and the Mitchell Avenue extensions, this project is also providing important infrastructure improvements that are necessary to serve the final phases of the Community Reuse Plan on the lands commonly referred to as “Alameda Point” west of Main Street.

#### PUBLIC NOTICE AND COMMENTS

Property owners and residents within 300 feet of the project’s boundaries were notified of the public hearing and given the opportunity to review and comment on the proposal. Staff received a call from Ms. Kathy Wagner who owns the adjacent property, who expressed some concerns about parking. Staff also received some concerns from Bicycle Alameda about the bicycle lane and automobile-parking lane widths proposed. Public Works staff will be available at the meeting to discuss some potential options for reconciling the bicycle lane issues.

#### RECOMMENDATION

Hold a public hearing and approve the draft Resolution approving the 3<sup>rd</sup> addendum to the SEIR, the retail center development plan and street plan amendments as shown in Attachment 1.

Respectfully Submitted By:

Andrew Thomas  
Planning Services Manager

Attachments:

1. Development Plan Review Package
2. Environmental Review Addendum
3. Resolution and conditions of approval.